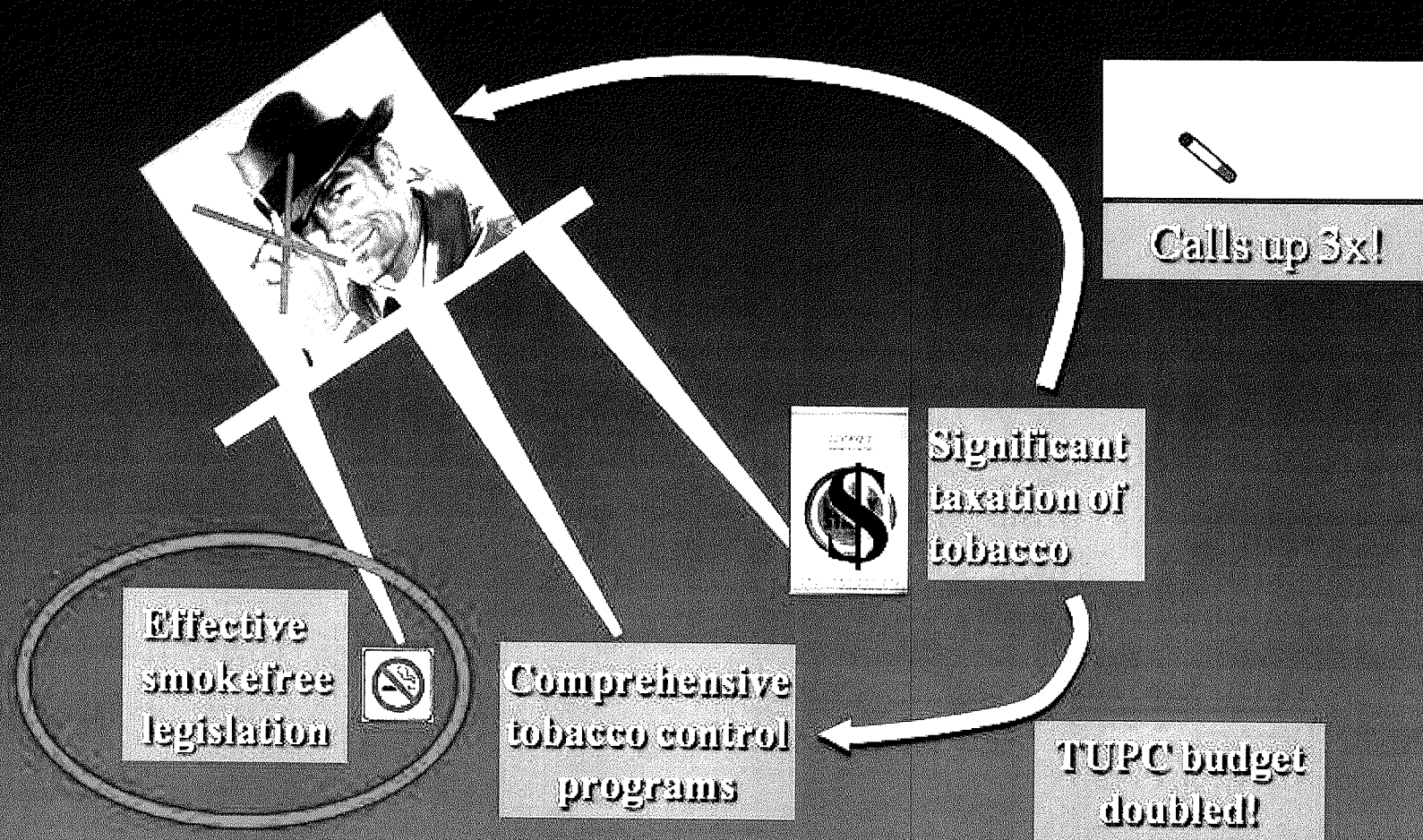


Tobacco Control is a three-legged stool



In Iowa we have two of the legs in place!



The Cigarette Tax Increase is Working!

3

	Aware of increase	Likely quit/cut back
Total	86%	57%
Daily smokers	88%	55%
Occasional smokers*	80%	68%
Recent quitters	87%	n/a
Currently trying to quit	86%	72%
Not trying to quit	87%	47%
Income**		
<30k	89%	52%
30-50k	90%	60%
50k+	85%	55%

*The tax is particularly motivating to occasional smokers, nearly seven-in-ten of who say they will quit or cut back as a result.

**Smokers in all income brackets have similarly high levels of awareness of the tax increase, and the tax is as effective a motivator for both high and low income households.

*Data is from **Iowans for Wellness and Prevention** and obtained as a result of a telephone poll of a randomly selected sample of 504 current smokers and smokers who quit in 2007 in the state of Iowa. Interviewing was conducted October 16th – 28th, 2007.*

Smokers want to Quit - but they need help!

4

